

2nd MPEG-7 Awareness Event

Building Next-Generation Multimedia Applications

The Pan Pacific Hotel
10 March 2001, Singapore

The second MPEG-7 Awareness Event will be held in Singapore on March 10th, 2001. MPEG-7 is the upcoming Multimedia Content Description standard, which will enable management, search and filtering of multimedia content based on standardized descriptive information (including 'metadata'). The event is open to all interested parties, and will consist of tutorials, and demonstrations of early MPEG-7 applications. The easy-to-understand tutorials will cover the broad range of MPEG-7's XML-based Description Definition Language along with its Audio, Visual, and Multimedia Description tool sets. Also, MPEG-7's Systems layer will be covered. The tutorials, given by experts from the MPEG-7 development community, will be a great opportunity to gain a comprehensive understanding of the technology and its exciting potential. The tutorials will address such questions as:

- What is the power of multimedia Content Descriptions?
- What are the benefits of using the MPEG-7 Standard?
- What are MPEG-7's different elements and how do they relate?
- What is the architecture and development cycle of MPEG-7 applications?
- How can you use the MPEG-7 technology in your applications?

The Event will allow you to meet the experts who develop MPEG-7 standards, many of whom will show their innovative applications-under-development. Some compelling examples of the highly informative demonstration/poster session will include:

- A Real-Time Video Clip Identification System, (e.g., monitor logos in a broadcasted commercial)
- User-adaptive Multimedia Content Delivery over Wireless Network
- Indexing, Query and Retrieval of Still Images, TV News Documents, & Aerobatic Video Clips

The intended audience consists of established companies dealing with multimedia content (e.g. search engines, digital libraries, broadcasters); dynamic start-up companies, searching for cutting edge technologies; governmental, educational, medical & remedial services, and non-profit organizations; XML, metadata, modeling/simulation, & surveillance industries; AI practitioners, content creators, technology watchers, visionaries, press.

International Steering Committee of the MPEG-7 Awareness Event

Kai-Kuang Ma	(Nanyang Technological University, Singapore)
Neil Day	(Digital Garage Inc, Japan)
Eric Rehm	(Singingfish / Thomson MM, USA)
Jose M. Martinez	(Universidad Politecnica de Madrid, Spain)
Wo Chang	(NIST, USA)
Kate Grant	(Nine Tiles, UK)
Rob Koenen	(Chairman MPEG Requirements, Holland)
Philippe Salembier	(Universitat Politecnica de Catalunya, Spain)
Erik Oltmans	(Telematica Instituut, Holland)
Witold Reichhart	(Starlab, Belgium)
Caterina Saraceno	(Starlab, Belgium)
Takayuki Kunieda	(Ricoh, Japan)
Nastaran Fatemi	(EPFL, Switzerland)

Event Program:

Singapore Greetings & Opening	09:00
Keynote speaker (Leonardo Chiariglione, MPEG Convener)	09:15
Description Definition Language (DDL) (Claude Seyrat)	09:45
Multimedia Description Scheme (MDS) Tutorial (Philippe Salembier)	10:15
Tea Break	10:45
Audio Tutorial (Adam Lindsay)	11:15
Video Tutorial (Sylvie Jeannin)	11:45
Overview of Demonstrations	12:15
Lunch	12:45
Systems Tutorial (Michael Wollborn / Dave Singer)	14:00
Application Demonstrations	14:30
Tea-Break	16:15
Panel Discussion (Panelists from international delegates)	16:45
Close	17:15

Poster & Demos:

Throughout the day, there will be a poster and demo exhibition held in a separate room in parallel with the tutorials.

Local Logistics:

The MPEG-7 Awareness Event is organized by MPEG (WG11) through the MPEG-7 International Steering Committee and School of Electrical and Electronic Engineering, Nanyang Technological University, Singapore.

Local Contacts:

Dr. Kai-Kuang Ma, Associate Professor
Singapore MPEG Chairman
School of Electrical and Electronic Engineering
Nanyang Technological University
Tel: (+65) 790-6366; Email: ekkma@ntu.edu.sg

[For updated information, please visit: <http://www.ntu.edu.sg/eee/news/index.html>]

The MPEG-7 Awareness Event is sponsored by the Singapore Productivity & Standards Board (PSB).

For International Delegates:**AIRPORT INFORMATION**

The Changi International Airport, Singapore, is a full service International Airport. The Hotel is about 25 kilometers and 20-minutes drive from the Airport.

Travel Documents

Foreign visitors entering Singapore must be in possession of a valid passport. Participants from countries requiring a visa should apply to Singapore consular offices or diplomatic missions in their home countries.

Electricity:

Voltage: 220V 50cycles - 3-pin polarized plug.

Currency: Singapore Dollar (S\$)

Registration: (Registration form is attached.)

Attendance Fee: S\$100 (breaks and lunch included); A special subsidized rate, charged at S\$20, is extended to students, with a limited number of seats (breaks and lunch also included).

Contact: Ms Shirley Soh, Conference Management Centre / CCE, Nanyang Technological University, Singapore;

Tel: +65-790-4826; Fax: +65-793-099; E-mail: SC29WG@ntu.edu.sg.

REGISTRATION FORM

International MPEG-7 Awareness Event

10 MARCH 2001
Pan Pacific Hotel, Singapore

REGISTRATION FORM (One Form Per Delegate)	
Last Name	
First Name	
Salutation	
Company Name	
Company Address	
City	
Country	
Telephone	
Fax	
E-mail	

REGISTRATION FEE [Please ✓ the appropriate box]
<input type="checkbox"/> S\$100 (per person)
<input type="checkbox"/> S\$20 (for Student only)
- A photocopy of the student card MUST be received by Conference Secretariat for processing
- On a first-come-first serve basis (up to 100 registrants)
(The registration fee includes lunches, tea/coffee breaks and 3% goods & services tax)

METHOD OF PAYMENT			
Please note that payments are to be made in Singapore currency. Cheque should be payable in Singapore.			
Payment by cheque should be made payable to " NANYANG TECHNOLOGICAL UNIVERSITY ".			
Cheque No.		Issuing Bank	
Please send the completed registration form and your payment to: Ms Shirley Soh Nanyang Technological University SC29WG 2001 Secretariat, Conference Management Centre/CCE, Administration Annex Building #04-06, 42 Nanyang Avenue, Singapore 639815. Tel: (65) 790-4826 Fax: (65) 793-0997 Email: SC29WG@ntu.edu.sg			